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FISH AND WILDLIFE SERVICE

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FWS REPORTS URBAN PREFERENCE FOR FISH PRODUCTS

Fish "fare" better in the city than in the country.

In a nationwide survey the Fish and Wildlife Service has learned that residents of urban America show a greater preference for breaded fish sticks and breaded shrimp than do the residents of rural America. And also residents of urban America show a much higher preference for fish and shellfish served in restaurants than do residents of rural America.

This is part of the information contained in a report released today by the Fish and Wildlife Service on the result of the survey. This report is the second of three reports on this project.

The purpose of the survey is to provide the fishing industry with data valuable in adjusting fish product production to the demand and tastes of the consuming public. The survey was made by National Family Opinion, Inc., of Toledo, Ohio.

The survey showed that breaded shrimp consumption is concentrated in the urban areas on a ratio of about two to one over the rural areas.

Fish sticks have shown a spectacular increase in the urban areas. About 40 percent of the city housewives report using fish sticks, while only 13 percent of the rural women report their use.

The predominating marketing problem is to get housewives to try the products. Ninety percent of those who have tried breaded shrimp report satisfaction while about 85 percent of those who have tried fish sticks become regular users.

Data were also obtained on sources of fish cookery information. The cookbook is the chief source of instruction to housewives in cooking fishery products. Twenty-eight percent of the housewives give that as their source. About 12 percent get their information from newspapers or magazines and 11 percent look at the label or the wrapper.

Copies of this report, Fishery Leaflet 425, may be secured upon request to the Fish and Wildlife Service, Division of Information, Washington 25, D. C. The third and last report, Fishery Leaflet 426, will be ready at a future date. This leaflet will analyze the replies on the basis of size of the family, ages, occupation of the head of the family and the family income group. Fishery Leaflet 424, which summarizes the information on a national and regional basis only, is still available.

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